HTML

Illustrated Complete
Second Edition

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HTML — Illustrated Complete, Second Edition
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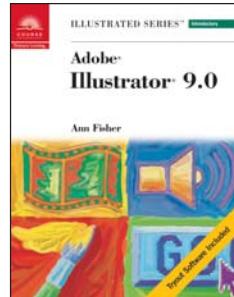
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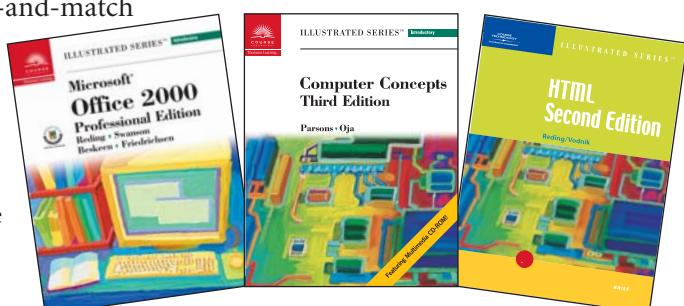## Check Out Computer Concepts and E-Commerce Concepts

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Preface

Welcome to *HTML—Illustrated Complete, Second Edition*. This highly visual book offers users a comprehensive hands-on introduction to HTML. In the Second Edition, the first seven units have been revised based on customer feedback.

► Organization and Coverage

This text contains fourteen units that cover basic HTML skills. In these units students learn to create HTML documents, format text, add graphics and multimedia to Web pages, and create online forms. Students also learn how to work with tables, control Web page layout, design Web pages, and scripting for HTML. Five units focus on working with cascading style sheets to create dynamic text and images, control positioning, and bind data to a Web page. The last unit of the book introduces students to the basics of XML. An appendix at the end of the book includes information about publishing to the Web, increasing Web traffic to your site, reference tables for HTML tags, color names, special characters, JavaScript, cascading style sheets, and more.

► About this Approach

What makes the Illustrated approach so effective? It's quite simple. Each concept is presented on two facing pages, with the concepts or step-by step instructions on the left page, and large screen illustrations on the right. Students can focus on a single concept without having to turn the page. This unique design makes information extremely accessible and easy to absorb, and provides a great reference for after the course is over. This hands-on approach also makes it ideal for either self-paced or instructor-led classes.

Each 2-page spread focuses on a single skill or concept.

Easy-to-follow introductions to every lesson focus on a single concept to help students get the point quickly.

Paintbrush icons introduce the real-world case study used throughout the book.

HTML

Creating Links to Other Web Pages

One defining feature of HTML documents is the ability to move from one Web page to another using links. A **link**, or **hyperlink**, is a specially formatted Web page object that the user can click to open a different Web page, known as the **target**. The target often is located in the same group of Web pages, or **Web site**, as the original document, and the links serve as an easy way for a user to find specific information among those pages. However, many Web pages also include links to pages on other Web sites. For example, when you submit a search to a search engine, the results page displays links to other sites that may contain the information you want. Grace plans to create separate Web pages for Nomad's two divisions, as well as a page describing the company's history. She adds the links between these pages to the layout she is developing.

Steps 1 2 3 4

1. Click to the right of the **</H4> tag**, then press **[Enter]** twice
2. Type **<A HREF="construction.htm">sporting gear</A>**, then press **[Enter]**
   The HTML for Grace's link uses the <A>..</A> tag pair, which is short for "anchor." She also uses the HREF attribute. **Attributes** are extra settings available in most HTML tags, and allow you to add to or change a tag's default features. Grace uses the equal sign to set the value of the HREF attribute equal to the location of the file to open. Because Grace has not yet created the Web document that eventually will be the target for this link, she references a placeholder file called construction.htm. A **placeholder** is a simple document containing text explaining that the Web page is incomplete. Table A-4 explains a few of the possible targets for the HREF attribute.
3. Type **
, press **[Enter], type **<A HREF="construction.htm">adventure travel</A>**, then press **[Enter]**
4. Type **
, press **[Enter], then type **<A HREF="construction.htm">about Nomad Ltd</A>**
   Compare your document with Figure A-10.
5. Save your work, then click the **browser program button** on the taskbar
   The browser displays the last version of the document that you opened. It does not reflect your most recent changes.
6. Click the **Refresh** or **Reload button**
   The browser now displays the most recent version of your document, as shown in Figure A-11. The linked text is underlined and appears in blue.

Trouble?

If the construction page does not open in your browser, check to make sure nomad-a.htm and the construction.htm files are saved in the same location.

7. Click one of the links
   The construction page opens in the browser, informing you that the page is not yet completed.
8. Click the browser's **Back button**, then click the **text editor program button** on the taskbar

TABLE A-4: Selected values for the <A>..</A> tag pair HREF attribute

value	description
http://*filename*	opens a file located on a network, such as the Internet
filename	opens a file in the same location as the current file
mailto:*e-mail address*	creates a new outgoing message in the default e-mail program, using the given address

► **HTML A-10** **CREATING AN HTML DOCUMENT**

Hints as well as troubleshooting advice, right where you need it — next to the step itself.

Tables provide quickly accessible summaries of key terms, toolbar buttons, or keyboard alternatives connected with the lesson material. Students can refer easily to this information when working on their own projects at a later time.

Clear step-by-step directions explain how to complete the specific task. What students will type is in red.

Every lesson features large-size, full-color illustrations, bringing the lesson concepts to life.

FIGURE A-10: Web page source containing link information

```
<HTML>

<HEAD>
<TITLE>Nomad Ltd</TITLE>
</HEAD>

<BODY>
<H1>Nomad Ltd</H1>
<H4>Outside Looking Out</H4>

<A HREF="construction.htm">sporting gear</A>
<BR>
<A HREF="construction.htm">adventure travel</A>
<BR>
<A HREF="construction.htm">about Nomad Ltd</A>
</BODY>

</HTML>
```

Codes for line breaks

Codes for linked text

FIGURE A-11: Web page displaying linked text

Nomad Ltd

Outside Looking Out

sporting gear
adventure travel
about Nomad Ltd

Linked text added using HREF attribute

CLUES TO USE

Creating absolute and relative links

HTML allows you to format target addresses for links in two different ways. An **absolute link** includes the page's full Web site location and directory information. Absolute links are most useful to reference a specific page on a different Web site. Sample absolute link code might read <A HREF="http://www.course.com/sl/default.htm">. This code provides the browser exact instructions of how to reach the page—including the URL, directory, and the Web document name. A **relative link**, on the other hand, includes only information about the target page's location relative to the current Web page. A link to another page in the same directory as the current one might read <A HREF="justice.htm">. This link doesn't contain URL or subdirectory information, just a filename. Relative links make it easy to reference other pages in your Web site without needing to type the entire path to each page. In addition, relative links ensure that link information within your site remains valid even if the pages are moved—which is almost always necessary when the pages are finally published to the Web. Before formatting a link, therefore, it's important to think about which link format is more appropriate.

HTML

Clues to Use boxes provide concise information that either expands on one component of the major lesson skill or describes an independent task that is in some way related to the major lesson skill.

Other Features

The two-page lesson format featured in this book provides the student with a powerful learning experience. Additionally, this book contains the following features:

► **Real-World Case**
The skills used throughout the book are designed to be "real-world" in nature and representative of the kinds of activities that students encounter when working with HTML. With a real-world case, the process of solving problems will be more meaningful to students.

► **End-of-Unit Material**
Each unit concludes with a Concepts Review that tests students' understanding of what they learned in the unit. The Concepts Review is followed by a Skills Review, which provides students with additional hands-on practice of the skills they learned in the unit. The Skills Review is followed by Independent Challenges, which pose case problems for students to solve. At least one Independent Challenge in each unit asks students to use the World Wide Web to solve the problem as indicated by a Web Work icon. The Visual Workshops that follow the Independent Challenges help students develop critical thinking skills. Students are shown completed Web pages or screens, and are asked to find or evaluate them.

Instructor's Resource Kit and Online Resources

The Instructor's Resource Kit is Course Technology's way of putting the resources and information needed to teach and learn effectively into your hands. With an integrated array of teaching and learning tools that offers you and your students a broad range of technology-based instructional options, we believe this kit represents the highest quality and most cutting edge resources available to instructors today. Many of these resources are available at www.course.com. The resources available with this book are:

Project Files Project Files contain the files students will need to complete the lessons and end of unit material. The Project Files are available on the Instructor's Resource Kit CD-ROM, the Review Pack, and can also be downloaded from www.course.com.

Solution Files Solution Files contain every file students are asked to create or modify in the lessons and end-of-unit material. A Help file on the Instructor's Resource Kit includes information for using the Solution Files.

Figure Files Figure Files contain all the figures from the book in bitmap format. Use the figure files to create transparency masters or to enhance a PowerPoint presentation.

Instructor's Manual Available as HTML files, the Instructor's Manual is quality-assurance tested and includes unit overviews, detailed lecture topics for each unit with teaching tips, solutions to all lessons and end-of-unit material, and extra Independent Challenges. The Instructor's Manual is available on the Instructor's Resource Kit CD-ROM, or you can access it from www.course.com.

Course Test Manager Designed by Course Technology, this Windows-based testing software helps instructors design, administer, and print tests and pre-tests. A full-featured program, Course Test Manager also has an online testing component that allows students to take tests at the computer and have their exams automatically graded.

Course Faculty Online Companion
You can browse this textbook's password-protected site to obtain the Instructor's Manual, Project Files, Solution Files, and any updates to the text. Contact your Customer Service Representative for the site address and password.

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WebCT WebCT is a tool used to create Web-based educational environments and also uses Web browsers as the interface for the course-building environment. The site is hosted on your school campus, allowing complete control over the course materials. WebCT has its own internal communication system, offering internal e-mail, a Bulletin Board, and a Chat room. Course Technology offers content for this book to help you create your WebCT class, such as a suggested Syllabus, Lecture Notes, Practice Test questions, and more. For more information, visit our Web site at www.course.com/at/distancelearning/#webct.

Blackboard Like WebCT, Blackboard is a management tool to help you plan, create, and administer your distance learning class, without knowing HTML. Classes are hosted on Blackboard's or your school's servers. Course Technology offers content for this book to help you create your Blackboard class, such as a suggested Syllabus, Lecture Notes, Practice Test questions, and more. For more information, visit our Web site at www.course.com/at/distancelearning/#blackboard.